

## TOOL DESCRIPTION

# Rapid Prototyping Methods



**Prototyping is an experimental method that enables ideas to be rapidly visualized.**

This method enables you to make ideas and concepts both tangible and visible by using the simplest of materials. It allows you to obtain initial concrete feedback from potential customers as quickly as possible, thus enabling you to further develop the ideas effectively.

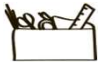
### 5 reasons to use the Rapid Prototype tool:

1. You get a clear picture of the idea.
2. It helps to challenge your assumptions.
3. You uncover critical functions.
4. You can easily share ideas with others.
5. You are able to collect concrete feedback about the idea.

Be careful: A prototype should not symbolize an idea. Focus on the most critical functionalities related to your idea and brainstorm on how you can make these tangible in a very short period of time.

<b>Duration</b> 10–30 min	<b>Participants</b> unspecified	<b>Facilitation</b> material suitable for rapid prototyping
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# Rapid Prototyping | Different Types of Prototypes



**Design a model**  
(paper prototyping,  
lego prototyping)

Create a 3D model of your idea. Use all the materials at your disposal (paper, cardboard, pipe cleaners, wool, fabric, plasticine, etc.). Keep it simple and easy.



**Design a simulation**  
(mock-up, IT simulation with  
visual effects)

Start easily and simply by creating a PowerPoint presentation or present your idea in a more complex way with real programming.



**Create a story**  
(video prototyping,  
storyboarding, letter to grandma)

Describe your idea using a story. Sketch a storyboard that explains your concept step by step, write a letter to your grandmother explaining your idea, or create a video with your phone.



**Create a  
Advertising**

Share your idea from the future. Consider how a reporter would describe your innovation in the news or what a TV commercial for it would look like.



**Create an experience**  
(roleplaying)

Perform your idea as a roleplay. Impersonate people who engage with your idea and act out the experience your future customers will have. Let your audience get a feel for how your idea would work in real life.



**Create a  
concept**

We already consider even a concept as a prototype, since it forces you to think more deeply about your idea. Our tip: Create your own concept template so you can write out all your ideas using the same structure.